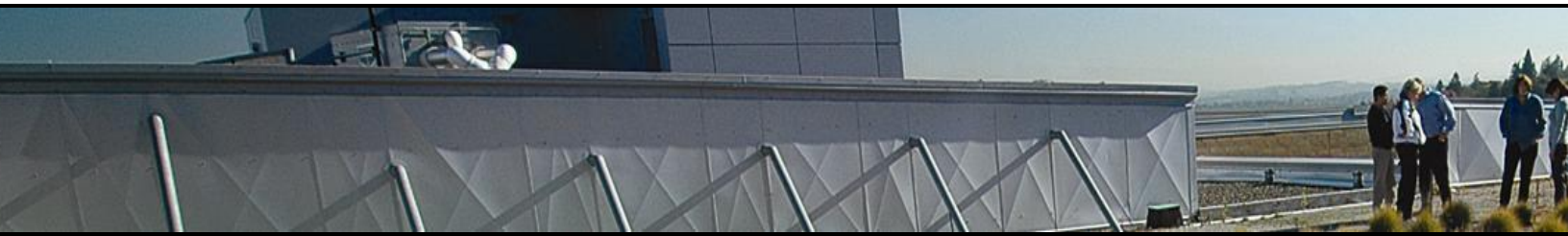


Lab2Market Entrepreneurship Academy

August 27th - 31st 2007



Oregon's Lab2Market
www.L2M.pdx.edu



Welcome

Welcome to the first Oregon Lab2Market Entrepreneurship Academy and congratulations on being selected to participate.

The curriculum for the Oregon Lab2Market Entrepreneurship Academy concept was developed at the UC Davis Center for Entrepreneurship together with professionals from our venture capital investment firm, DFJ Frontier. We are excited to be here to help guide you on the path to taking your idea from potential to reality.

This effort is the result of cooperation between Portland State University, the OGI School of Science & Engineering, Oregon Health & Science University, the Oregon Nanoscience and Microtechnologies Institute, Pacific Northwest National Laboratory Oregon State University, and the University of Oregon—all coming together to spark the commercialization of technologies that may become successful future companies.

With Portland State University's School of Business Administration as the hub for the research institutions participating in the Lab2Market Academy, this exercise brings together organizations with a cumulative research budget over \$1 billion. You all represent tremendous potential for developing the next generation of innovative technologies, products, and companies.

Over the coming week, you will have the opportunity to work with peers on cross-functional teams across multiple scientific and business disciplines. The ingredients for successful commercialization often include innovative research, availability of funding and support, and a culture of entrepreneurship. By creating a dialogue between scientists and businesspeople, the students at the Lab2Market Academy are helping to create that culture of entrepreneurship here in Oregon. This week will also bring you the opportunity to meet and work with multiple venture capitalists, angel investors, attorneys, successful entrepreneurs, and university administrators who can all help guide you as you explore commercializing your ideas. Take advantage of this opportunity to develop your network and build relationships as much as you explore new business models, customer needs, and funding criteria.

We hope you find the Lab2Market Academy stimulating and informative.

Participating Institutions



Development and Funding

Curriculum Developed by

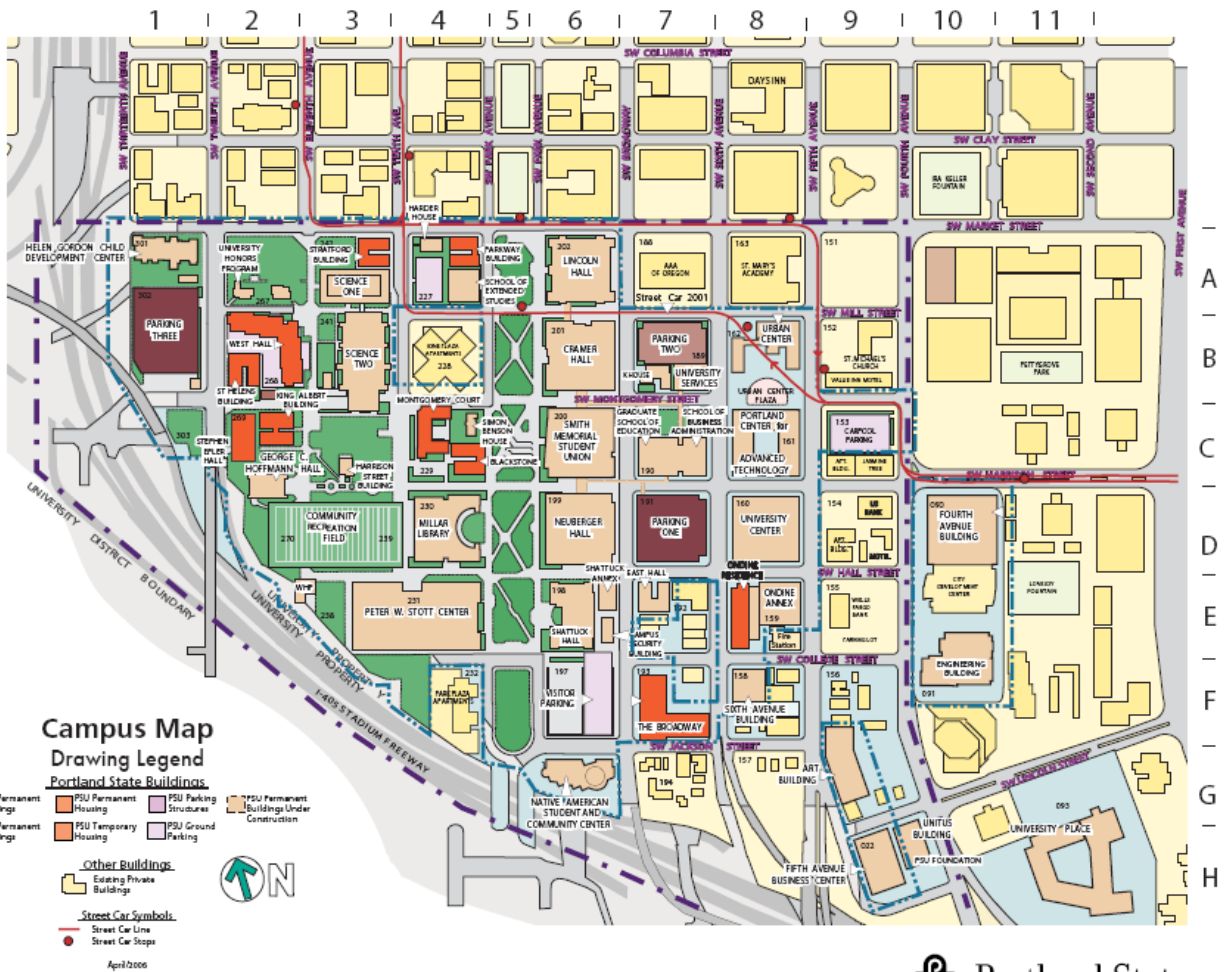


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Map



All Entrepreneurship Academy activities will be held in the following locations:

Building	Room	Map Location
School of Business Administration	Classroom 160	7C
Smith Memorial Student Union	Cascade Room #236	6C

Agenda

MONDAY, AUGUST 27, 2007

7:45 am - 8:30 pm	Breakfast (School of Business Administration Room # 160)		
8:30 am - 9:00 am	Introductions - Melissa Appleyard & Jack Raiton Scott Lenet & Andy Hargadon Welcome: Learn the goals and schedule for the week		
9:00 am - 11:00 am	Origins of Innovation	Prof. Andy Hargadon UC Davis	What are the myths and realities about how innovation happens? Where do great products, businesses and technologies come from? Business Design Activity Combining and recombining technologies, markets, and business models can lead to very different businesses and outcomes. Using different combinations of these principles, what kind of innovative businesses can you come up with?
11:00 am - 12:00 pm	Entrepreneur Profile	Ben Finklea CEO, END Outdoor	Guest speaker on starting a business
12:00pm - 1:00 pm	Lunch (SBA 160)		
1:00pm - 3:30 pm	Networks of Innovation	Prof. Andy Hargadon	What does your network look like? Are there new opportunities within your network that you have not explored? Networks are a key component in introducing innovations to market. How do networks work? How is a networked organization better equipped to innovate?
3:30 pm - 6:00 pm	Free Time & 5pm Dinner (Smith Memorial Student Union Cascade Room #236)		
6:00 pm - 7:30 pm	Elevator Pitches & Idea Template	Scott Lenet	Elevator pitch activity What's the one sentence that effectively summarizes your technology/business?
7:30 pm - 8:30 pm	Free Time to Work on Elevator Pitches		

TUESDAY, AUGUST 28, 2007

7:45 am - 8:30 am	Continental Breakfast (SBA 160)		
8:30 am - 9:00 am	Elevator Pitches	Frank Foster <i>DFJ Frontier</i>	Share with the class the status and key questions confronting your team. Participate in the development of all the projects by providing additional resources, questions and ideas for project development.
9:00 am - 9:30 am	Technology Transfer	Dana Bostrom <i>PSU Director of Technology Commercialization</i>	Brief overview of the SBIR/STTR programs as a technology transfer tool, CRADAs, background on technology transfer, recent state legislation, and what it means to make a disclosure
9:30 am - 10:30 am	Intellectual Property	Ted Bernhard <i>Stoel Rives</i>	IP Strategies for start-up companies
10:30 am - 10:45 am	Break		
10:45 am - 12:15 pm	Panel on Technology Transfer Process	Dana Bostrom, PSU Arun Pradhan, OHSU Mary Foley, OSU Chuck Williams, UO Skip Rung, ONAMI	Basic concepts of technology transfer, highlighting specific examples of successful technology transfer and commercialization. The session will also introduce you to the organizations that will do the legwork necessary to partner with outside parties or patent your technologies
12:15 am - 12:30 pm	Lunch (SBA 160)		
12:30 pm - 1:30 pm	Entrepreneur Profile	Tom Anderson CEO, Pediatric Bioscience	Guest speaker on starting a business
1:30 pm - 2:45 pm	Business Validation I	Frank Foster & Scott Lenet <i>DFJ Frontier</i>	What is the right business model to build around your technology? This lecture provides you with the tools to develop and compare these options.
2:45 pm - 3:30 pm	Business Validation II	Frank Foster & Scott Lenet <i>DFJ Frontier</i>	This first exercise will take us through the business model process.
3:30 pm - 6:30 pm	Free Time to Work on Business Models & 5pm Dinner (Smith Memorial Student Union Cascade Room #236)		
6:30 pm - 8:00 pm	Mentoring Session (SBA 160) Mentors will spend time with each group reviewing the project descriptions and asking additional questions to help guide the selection process. By the end of the evening teams will have decided on two ideas to develop further.		

WEDNESDAY, AUGUST 29, 2007

7:45 am - 8:30 am	Continental Breakfast (SBA 160)		
8:30 am - 9:00 am	Elevator Pitches	Oleg Kaganovich <i>DFJ Frontier</i>	Share with the class the status and key questions confronting your team. Participate in the development of all the projects by providing additional resources, questions and ideas for project development.
9:00 am - 10:30 am	Technology Validation	Frank Foster <i>DFJ Frontier</i>	Can the underlying technology support the business model? This lecture provides the framework and tools for evaluating the scalability and performance of your technology within a commercial enterprise.
10:30 am - 10:45 am	Break		
10:45 pm - 11:45 pm	Entrepreneur Profile	Ken Hood <i>CEO, Clear Access</i>	Guest speaker on starting a business
11:45 pm - 1:00 pm	Lunch (SBA 160)		
1:00 pm - 3:00 pm	Market Validation I	Scott Lenet <i>DFJ Frontier</i>	<p>What can we learn from customers about the viability of our business? Do they want our offering or do they need it? How can we find out?</p> <p>Marketing Validation Exercise Working as a class - what questions would you ask a potential customer in order to improve the business plan? What else would you do to see if the market will benefit from and pay for your offering?</p>
3:00 pm - 3:15 pm	Break		
3:15 pm - 4:30 pm	Market Validation II	Scott Lenet <i>DFJ Frontier</i>	Working Session: Talk to customers or work on other individualized assignments given out during this period. Refine your ideas by addressing some of the critical questions you wrote up on Day Two.
4:30 pm - 9:00 pm	Free Evening		

THURSDAY, AUGUST 30, 2007

7:45 am - 8:30 am	Continental Breakfast (SBA 160)		
8:30 am - 9:00 am	Elevator Pitches	David Cremin <i>DFJ Frontier</i>	Share with class the status and key questions confronting your team; participate in the development of all the projects by providing additional resources, questions and ideas for project development.
9:00 am - 10:30 am	Building a Team	Scott Lenet <i>DFJ Frontier</i>	Building a team for a successful venture
10:30 am - 10:45 am	Break		
10:45 am - 12:00 pm	Presenting Your Ideas	Oleg Kaganovich & David Cremin <i>DFJ Frontier</i>	How to pitch a business to potential investors or partners
12:00 pm - 1:00 pm	Lunch (SBA 160)		
1:00 pm - 2:00 pm	Entrepreneur Profile	Alex Castro <i>CEO, Pluggd</i>	Guest speaker on starting a business
2:00 pm - 3:00 pm	Funding Options	Gordon Hoffman <i>Northwest Technology Ventures</i>	SBIR/STTR and Industrial Partner funding options
3:00 pm - 4:00 pm	Entrepreneur Profile	Stephen Hsu <i>UO and Former CEO, SafeWeb</i>	Guest speaker on starting a business
4:00 pm - 7:00 pm	Free Time to Work on Presentations & 5pm Dinner (Smith Memorial Student Union Cascade Room #236)		
7:00 pm - 9:00 pm	Mentoring Session (SBA 160) Work with area entrepreneurs and investors to refine your materials and talking points for your final presentation. Get a preview of the kind of tough questions you can expect from potential investors in a constructive working session.		

FRIDAY, AUGUST 31, 2007

7:45 am - 8:30 am	Continental Breakfast (SBA 160)			
8:30 am - 12:30 pm		Presentations and Feedback	Various Venture Capitalists, Angel Investors, and Technology Lawyers	Groups will present their business idea as a team to local stakeholders for critique
12:30 pm - 1:30 pm		Lunch (SBA 160)		
1:30 pm - 2:30 pm		Next Steps	Scott Lenet & Melissa Appleyard	Legal and funding options; where to go from here; presentation of certificates.